

Appl. No. 09/935,774
Amdt. dated 8/3/07
Customer No. 27752

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AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-11 (Cancelled).

12. (Currently Amended) A computer-implemented method for determining an effect ~~[[effects]]~~ of changing an environment ~~[[parameters]]~~ parameter in a store environment, comprising:

(a) generating:

(i) a first plurality of product container tracks through the store environment, each of the first plurality of product container tracks being representative of a continuous path followed by each of a first plurality of product containers; and

(ii) a first plurality of product tracks through the store environment, each of the first plurality of product tracks being representative of when a product is placed into or removed from the product container during the continuous path followed by each of the first plurality of product containers, comprising using Radio Frequency identification tags on the products and sensors sensing said tags;

to a point-of-sale location before one or more store environment parameters is changed;

(b) generating:

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(i) a second plurality of product container tracks through the store environment, each of the second plurality of product container tracks being representative of a continuous path followed by each of a second plurality of product containers; and

(ii) a second plurality of product tracks through the store environment, each of the second plurality of product tracks being representative of when a product is placed into or removed from the product container during the continuous path followed by each of the second plurality of product containers, comprising using Radio Frequency identification tags on the products and sensors sensing said tags;

to a point-of-sale location after the one or more store environment parameters is changed; and

(c) analyzing;

(i) the first and second plurality of product container tracks; and

(ii) the first and second plurality of product tracks;

to determine relationships between the one or more store environment parameters and the effect. [[one or more of the effects.]]

13. (Currently Amended) The method of claim 12 wherein analyzing the first and second plurality of product container tracks, or the first and second plurality product tracks, comprises determining one or more coefficients using regression analysis to analyze selected ones of the first and second plurality of tracks, each coefficient

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representing a relationship between one of the store environment parameters and one of the one or more of the effects.

14. (Currently Amended) The method of claim 12, wherein the generating said first and second product container tracks and said first and second product tracks comprises using a tracking system, wherein the tracking system comprises:

(a) the product containers;

(i) a plurality of identification tags each of which is associated with and uniquely identifies one of the product containers;

(ii) a plurality of sensors in the store environment each of which has a region associated therewith within which the identification tags are detected, at least one of the plurality of sensors having within its associated region the point-of-sale location; and

(iii) a processor configured to receive location data from the plurality of sensors and generate the product container tracks therefrom.

(b) the products;

(i) the plurality of Radio Frequency identification tags on the products, each of which is associated with and uniquely identifies one of the products;

(ii) a plurality of the sensors in the store environment each of which has a region associated therewith within which the Radio Frequency identification tags on the products are detected; and

(iii) a processor configured to receive location data from the plurality of sensors and generate the product tracks therefrom.

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15. (Original) The method of claim 14 wherein the plurality of identification tags comprises active transmitters and the plurality of sensors comprises passive sensors for detecting radiation from the transmitters.

16. (Original) The method of claim 12 wherein the store environment parameters comprise at least one of signage, end cap position, position of special promotion areas, position and type of informational kiosks, store-within-a-store areas, shelf configuration, lighting, flooring, scents, aisle length, aisle orientation, and aisle configuration.

17. (Currently Amended) The method of claim 12 further comprising determining validity of each of the first and second plurality of product container tracks before analyzing the first and second plurality of product container tracks.

18. (Currently Amended) The method of claim 17 wherein the validity of each of the first and second plurality of product container tracks is determined with reference to whether the product container track includes any idle periods greater than a programmable time period.

19. (Currently Amended) The method of claim 17 wherein the validity of each of the first and second plurality of product container tracks is determined with reference to whether the product container track begins within a starting region in the store environment.

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20. (Original) The method of claim 12 wherein the effects comprises sales of a particular item.

21. (Currently Amended) The method of claim 12 wherein the first and second plurality of product tracks are analyzed with reference to point-of-sale data generated at the point-of-sale location.

22. (Currently Amended) The method of claim 12 wherein the first and second plurality of product tracks are analyzed with reference to product placement data correlating particular products with physical locations in the store environment.

23. (Currently Amended) The method of claim 12 further comprising using heat signature data to generate at least some of the first and second pluralities of product container tracks.

24. (Original) A computer program product comprising a computer readable medium having computer program instructions stored therein for implementing the method of claim 12.

25. (Original) The method of Claim 14 further comprising:
presenting a virtual store environment having a plurality of virtual store parameters associated therewith corresponding to the real store parameters, the virtual store environment being characterized by virtual store effects which are determined using the

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virtual store parameters and the relationships between the plurality of real store parameters and the plurality of real store effects.

26. (Currently Amended) A computer-implemented method for generating tracks through a store environment, each track being representative of a continuous path followed by each of a plurality product containers, comprising:

collecting location data for each of the plurality of product containers using a plurality of Radio Frequency identification tags ("RFID tags") on said plurality of products and sensors sensing said tags; and

generating each track from the location data only where the location data for the corresponding product container satisfies at least one validity criterion.

27. (Original) The method of claim 26 further comprising receiving heat signature data corresponding to a consumer associated with each of the product containers from a plurality of heat sensors, and wherein the corresponding track is generated from both the location data and the heat signature data.

28. (Original) The method of claim 26 wherein the at least one validity criterion comprises whether each of the tracks includes location data corresponding to a valid starting location.

29. (Original) The method of claim 26 wherein the at least one validity criterion comprises whether each of the tracks includes any idle periods greater than a programmable time period.

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30. (Original) A computer program product comprising a computer readable medium having computer program instructions stored therein for implementing the method of claim 26.

31. (Original) The method of Claim 26 wherein a track is generated when the validity criterion that the location data for the corresponding product container indicates that the continuous path began at a predetermined starting location, ended at a point-of-sale location, and included no idle periods longer than a programmable time period are met.

32. (Original) A computer program product comprising a computer readable medium having computer program instructions stored therein for implementing the method of claim 31.

33. (Currently Amended) A computer-implemented method for simulating a virtual store environment using consumer tracking data, the consumer tracking data comprising:
(i) a first plurality of product container tracks and a first plurality of product tracks,
through a real store environment, each of the first plurality of product container tracks
being representative of a continuous path followed by each of a first plurality of product
containers to a point-of-sale location before a plurality of real store parameters is
changed, and each of the first plurality of product tracks being representative of when a
product is placed into or removed from the product container during the continuous path
followed by each of the first plurality of product containers, comprising using Radio
Frequency identification tags ("RFID tags") on the products and sensors sensing the

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RFID tags; and (ii) a second plurality of product container tracks and a second plurality of product tracks, through the real store environment, each of the second plurality of product container tracks being representative of a continuous path followed by each of a second plurality of product containers to the point-of-sale location after the plurality of real store parameters is changed, and each of the second plurality of product tracks being representative of when a product is placed into or removed from the product container during the continuous path followed by each of the second plurality of product containers, comprising using RFID tags on the products and sensors sensing the RFID tags; the method further comprising presenting a virtual store environment having a plurality of virtual store parameters associated therewith corresponding to the real store parameters, the virtual store environment being characterized by virtual store effects which are determined using the virtual store parameters and relationships between the plurality of real store parameters and the plurality of real store effects, the relationships having been determined from analysis of the first and second plurality of product container tracks and product tracks.

34. (Original) The method of claim 33 wherein the relationships between the plurality of real store parameters and the plurality of real store effects comprise a plurality of coefficients, the coefficients having been determined using regression analysis to analyze selected ones of the first and second plurality of tracks, each coefficient representing one of the relationships between one of the real store parameters and one of a plurality of real store effects.

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35. (Original) A computer program product comprising a computer readable medium having computer program instructions stored therein for implementing the method of claim 33.

36. (Cancelled).